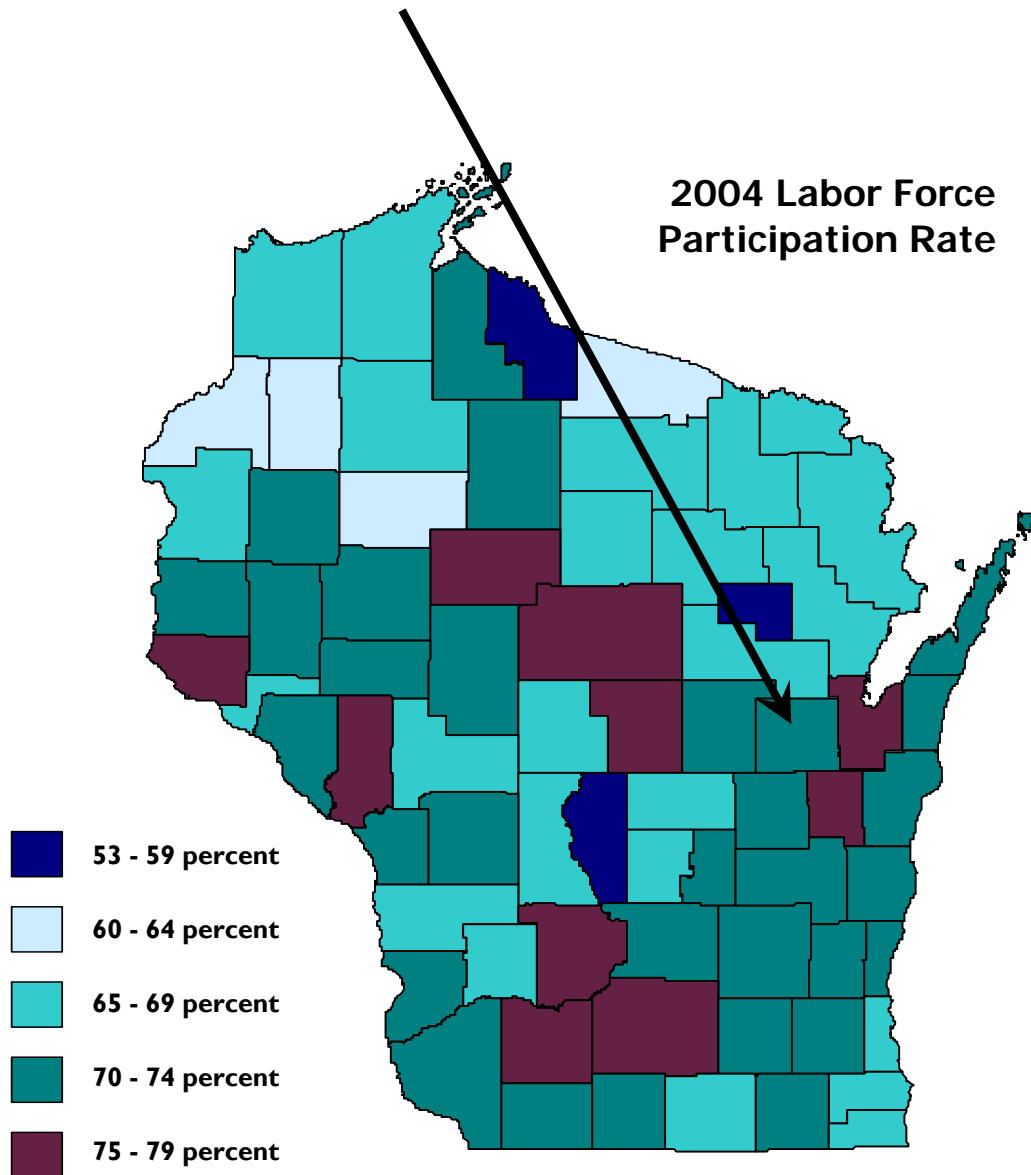


Outagamie County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

December 2005

OEA-10637-P

County Population and Labor Force

Population growth in Outagamie County continues at a faster pace than both the State of Wisconsin and the United States. The growth rate for the county has exceeded the state for several decades. The projected growth rate for the county is expected to grow faster than the nation's projected growth rate from 2000 through the year 2020. Between 2000 and 2005 the county has added 9,589 residents to its population base.

The percent of the population aged 16 and over that is currently in the labor force is 73.6 percent. This is well above the statewide average of 70.8 percent. This average fluctuates on a monthly and annual basis depending on where we are in the economic cycle during the year as well as how the overall economy is doing. Generally the participation rate in Wisconsin and Outagamie County are well above the national average which is currently 65.4 percent. Wisconsin's labor force participation rate is usually in the top five nationally. A disadvantage of a high participation rate is restrictions on future job growth for the region. How do you create more jobs, if there is not a pool of available workers?

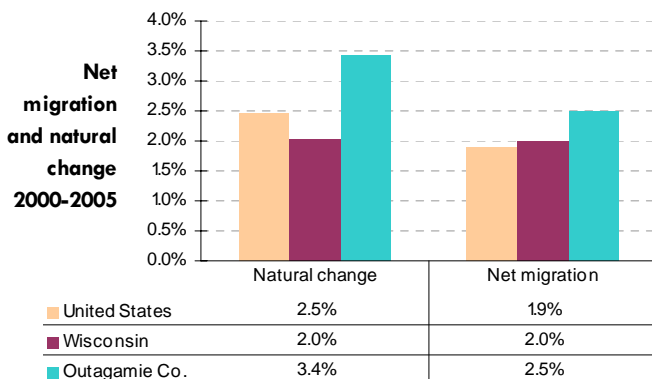
The makeup of the county's population by age group is different than the state and nation. The percentage of the youngest group (those 16 to 24 years old) is above the state and nation, while the group over 60 years is below the statewide and national average. This will have a should have a

Five largest municipalities in Outagamie County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Outagamie County	161,091	170,680	9,589	6.0%
Appleton, City*	58,301	59,895	1,594	2.7%
Grand Chute, Town	18,392	20,019	1,627	8.8%
Kaukauna, City	12,983	14,217	1,234	9.5%
Little Chute, Village	10,476	10,823	347	3.3%
Greenville, Town	6,844	8,130	1,286	18.8%

*Outagamie County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005



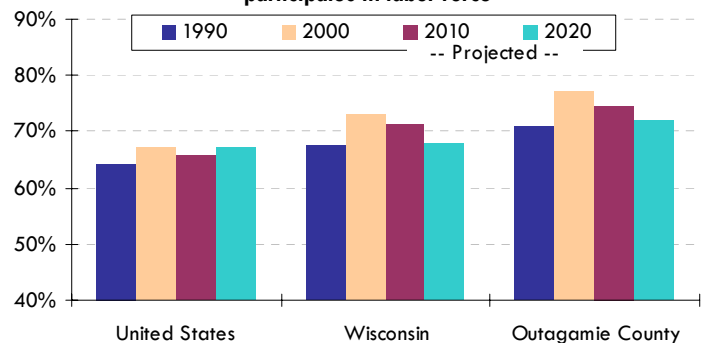
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Outagamie County
Total population in 2000	281,424,602	5,363,715	161,091
Population est. Jan. 1, 2005	295,160,302	5,580,757	170,680
Change	13,735,700	217,042	9,589
% change	4.9%	4.0%	6.0%
2005 Labor force population*	224,837,000	4,339,938	130,967
Share of total population	76.2%	78%	76.7%
Labor force	147,125,000	3,071,179	96,450
Labor force participation rate	65.4%	70.8%	73.6%
2005 Population 16 yrs. & over	228,621,674	4,417,313	132,527
16-24 yrs old	37,489,370	743,764	22,771
Share of population 16+ yrs	16.4%	16.8%	17.2%
25-59 yrs old	142,248,896	2,708,865	84,161
Share of population 16+ yrs	62.2%	61.3%	63.5%
60 yrs and older	48,883,408	964,684	25,595
Share of population 16+ yrs	21.4%	21.8%	19.3%
Projected population: 2020	335,804,546	6,110,878	198,948
Population 16 yrs. & over	264,085,104	4,869,573	156,015
16-24 yrs old	37,918,865	681,586	21,574
Share of population 16+ yrs	14.4%	14.0%	13.8%
25-59 yrs old	150,678,402	2,756,884	96,044
Share of population 16+ yrs	57.1%	56.6%	61.6%
60 yrs and older	75,487,837	1,431,103	38,397
Share of population 16+ yrs	28.6%	29.4%	24.6%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

positive impact on economic development as the area will continue to have a greater share of young workers entering the labor force to replace retirees than the state and nation. The area will also have a higher percentage of middle aged workers than the state and nation in 2020. This group generally has greater experience and training than the workforce under age 25.

Revised Labor Force

The county's labor force had its largest increase of workers between 1993 and 1994 when it increased by just over 3,200 workers. This was the period right after the recession of 1991 while the economy was growing rapidly. The county's unemployment rate also began to decline at the time dropping down to 2.5 percent in 1999, just prior to the most recent recessionary period. Since that time, the county's labor force has decreased and is in the process of recovery. Currently the labor force for the county is at 96,450. Part of the large drop in the labor force between 1999 and 2000 was a change in estimating brought on by the 2000 Census and the breakout of Outagamie County from the Appleton - Oshkosh MSA into a separate MSA.

While the recession began and ended in 2001, the unemployment rate in the county did not peak until 2003 when it reached 5.6 percent. Since that time, the number of unemployed as well as the rate has dropped. Although the rate has moderated during the last year, the number of workers estimated to be unemployed remain above the long term average of 3,400.

Outagamie County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	84,570	81,862	2,708	3.2%
1991	85,918	82,763	3,155	3.7%
1992	89,143	85,850	3,293	3.7%
1993	91,314	88,305	3,009	3.3%
1994	94,522	91,236	3,286	3.5%
1995	97,486	94,599	2,887	3.0%
1996	99,730	96,818	2,912	2.9%
1997	101,236	98,311	2,925	2.9%
1998	102,045	99,310	2,735	2.7%
1999	102,547	99,973	2,574	2.5%
2000	93,455	90,752	2,703	2.9%
2001	94,567	90,762	3,805	4.0%
2002	95,007	89,933	5,074	5.3%
2003	96,382	91,009	5,373	5.6%
2004	96,450	91,894	4,556	4.7%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

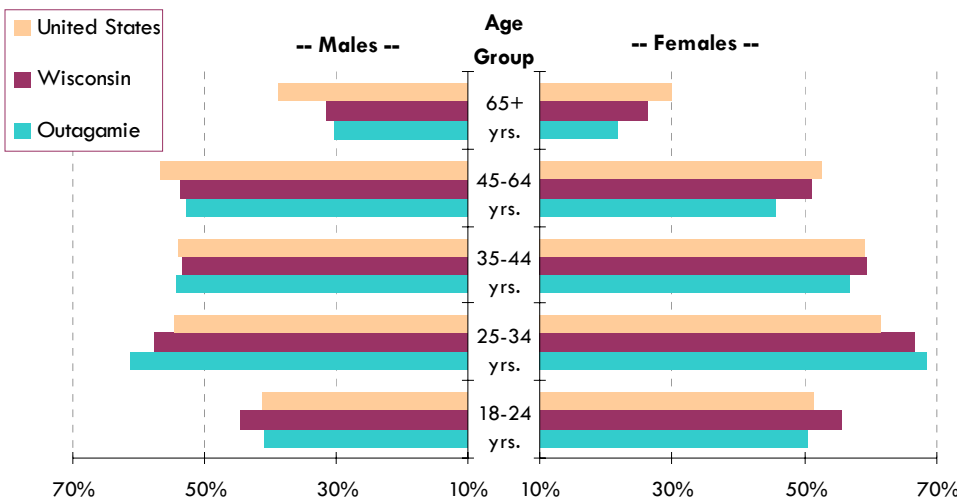
The focus of this county's analysis to this point has been on quantitative changes in Outagamie County's population and labor force. At this point we will move to information on the quality of the county's labor force in comparison with the state and nation by age and gender.

Among the ways which experts measure the overall quality

of a region's skilled workforce is through an analysis of the level of education attainment among the population. An example of this type of analysis is depicted in the graph below. In reviewing this data, a number of significant trends are apparent.

The county is surpassed by the state and national averages in three of the five age levels on the male side of the graph as to the level of post-secondary education (measured as attendance at either a technical or community college and/or four-year college or university). Females in the county only exceed the nation and state in the 25 to 34 year old category with post secondary education. Although the percentage of females with post-secondary education generally lags the state and national average, it does exceed the percentage of males with post secondary education through age 44. This seems to be a trend for both the state and nation where a higher percentage of women under age 44 have had some post secondary education than have their male counterparts.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Average wages in Outagamie County are very close to the statewide average. The county's highest paid industry is financial activities which is at 101.1 percent of the statewide average. Not far behind that is the manufacturing industry which is at 101.9 percent of the statewide average. Although, manufacturing has a slightly lower annual average wage than finance, the overall impact on the community is quite different due to the larger number of workers in manufacturing compared to finance.

Total wages from manufacturing exceeds \$869 million, nearly two and a half times that of finance. Trade, transportation, and utilities industries have the second highest number of workers, as well as the second greatest portion of the county's total wages of any industry. This is not to diminish the importance of the other industries in the county. It is important that an area have a wide diversity of industry to balance its needs as well as to provide buffers to the ups and downs in the national economy during the annual economic cycles each industry experiences.

The leisure and hospitality industry has been growing over the last several years and has added nearly 500 jobs in the last year. This industry includes businesses such as hotels, golf courses, theatres and other services related to tourism. It

Average Annual Wage by Industry Division in 2004

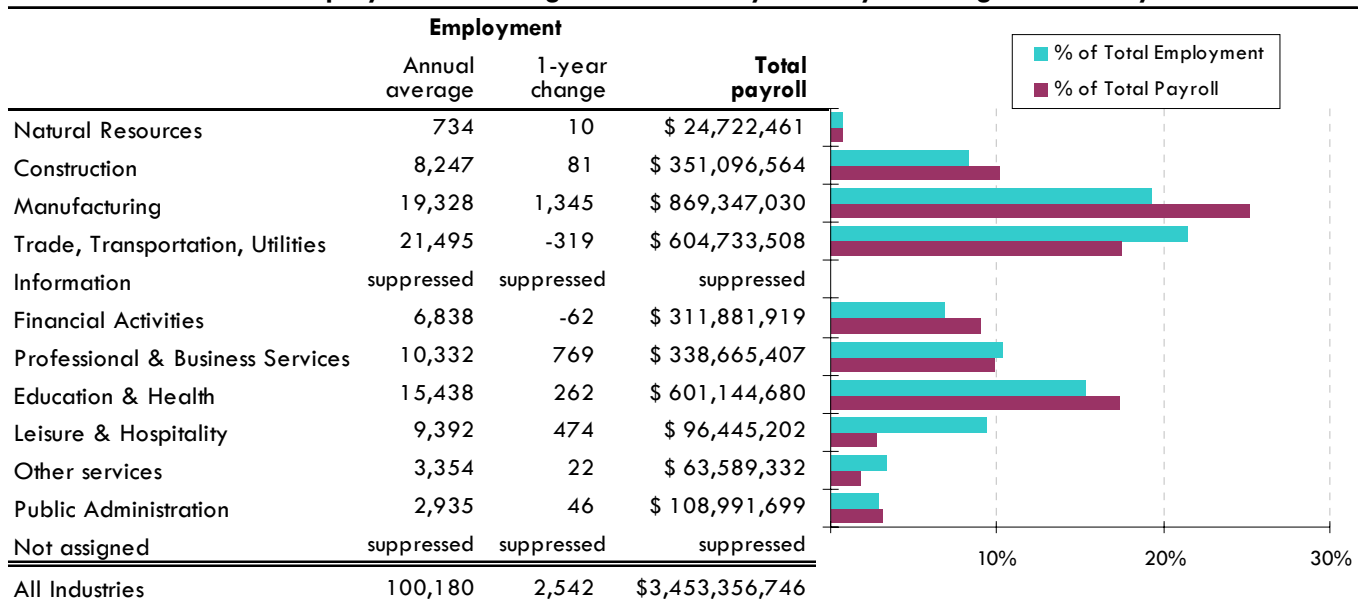
	2004		2004	
	Average Annual Wage Wisconsin	Average Annual Wage Outagamie County	Percent of Wisconsin	1-year % change
All Industries	\$ 34,749	\$ 34,472	99.2%	4.4%
Natural resources	\$ 27,399	\$ 33,682	122.9%	8.0%
Construction	\$ 41,258	\$ 42,573	103.2%	2.7%
Manufacturing	\$ 44,145	\$ 44,979	101.9%	5.1%
Trade, Transportation, Utilities	\$ 30,088	\$ 28,134	93.5%	3.3%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	\$ 45,610	101.1%	2.9%
Professional & Business Services	\$ 39,580	\$ 32,778	82.8%	3.1%
Education & Health	\$ 36,408	\$ 38,939	107.0%	6.6%
Leisure & Hospitality	\$ 12,295	\$ 10,269	83.5%	0.4%
Other services	\$ 20,207	\$ 18,959	93.8%	3.0%
Public Administration	\$ 36,347	\$ 37,135	102.2%	3.2%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

does not include retail trade which is in the trade, transportation and utilities sector.

Average wages in the leisure and hospitality industry are generally at the lower end of the scale than other industries in Outagamie County as well as Wisconsin due to the seasonality of the businesses. Many of the jobs are part time and only part of the year. This is often true in retail trade as well, however, this is not reflected in the table above since it is included with other industries that are less seasonal and have higher average wages.

2004 employment and wage distribution by industry in Outagamie County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Outagamie County

Establishment	Product or Service	Size (Dec. 2004)
TheDACare Group	Offices of physicians, except mental health	1000+ employees
Appleton Area School Dist	Elementary & secondary schools	1000+ employees
Thrivent Financial For Lutherans	Direct life insurance carriers	1000+ employees
Appleton Papers Inc	Coated & laminated paper mfg.	1000+ employees
Fox Valley Technical College	Junior colleges	1000+ employees
Wal-Mart Associates Inc	Discount department stores	1000+ employees
Miller Electric Mfg Co	Welding & soldering equip. mfg.	1000+ employees
Hillshire Farms - Sara Lee Corp	Meat processed from carcasses	1000+ employees
County of Outagamie	Executive & legislative offices, combined	1000+ employees
Intl Paper Co	Office supplies merchant whslrs	1000+ employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Outagamie County

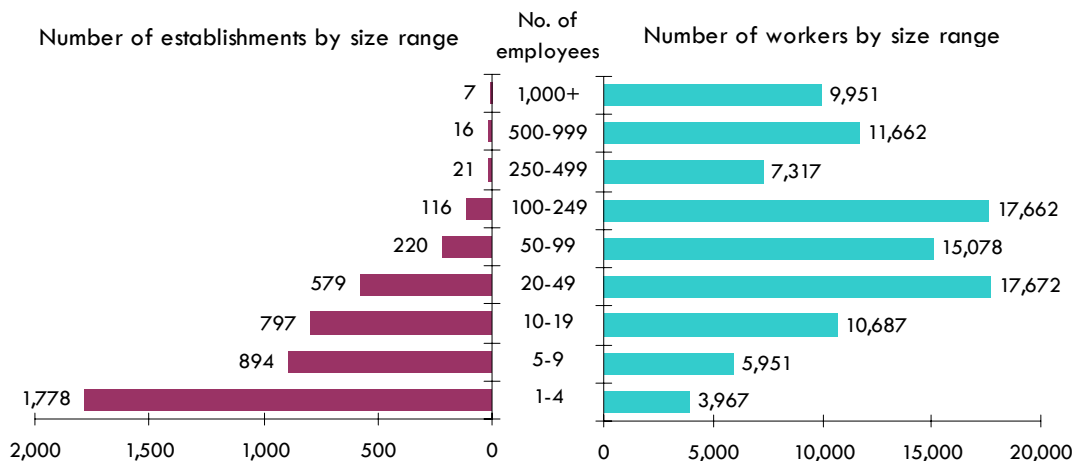
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Food services and drinking places	310	7,315	447	1,623
Educational services	38	6,823	118	608
Administrative and support services	182	6,010	848	719
Specialty trade contractors	417	5,729	4	262
Paper manufacturing	28	5,625	16	335
Food manufacturing	27	3,819	-168	-1,228
Professional and technical services	316	3,618	422	893
Ambulatory health care services	209	3,419	294	1,469
General merchandise stores	19	2,964	-212	495
Insurance carriers & related activities	117	2,820	-367	-97

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Outagamie County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

As mentioned on the previous page, Outagamie County has a great deal of diversity in its industry mix. This is reflected in the county's ten largest employers. There is little duplication of industries in the top ten employers. It should be noted that most of the ten largest employers are also part of the ten largest industries in the county.

It is not unusual that government services such as county government or school districts are in the ten largest employers group. These employers are limited in number and provide services to large sectors of the population and therefore tend to have a concentrated number of workers. This coincides with the second largest industry group, educational services, which includes both the public sector educational facilities as well as private institutions.

The graph on the bottom of this page indicates that the majority of the county's employers are small, less than 50 employees. However, over 61 percent of workers are employed by employers with over 50 employees. It should be noted that even though employers with 250 or more employees represent only one percent of all employers, this group employs 28.9 percent of the workers.

Per Capita Personal Income

One other aspect of looking at the economy of a county is the per capita personal income (PCPI) in the county. Because the income is derived from all sources, it tells more than just what the wages or types of jobs are available. The latest PCPI available is for the year 2003. PCPI in Outagamie County was \$30,952. The county's PCPI ranks 14th highest of the state's 72 counties and is \$267 above the statewide PCPI, but \$520 below the nation.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from holdings, accrued interest, rental property income, retirement benefits, social security and other government transfer payments.

The high ranking of Outagamie County is influenced in part by having an average wage that is near the statewide average and the fact that the county is also a metropolitan area. However, total per capita income is also influenced by sources other than wages.

Wages make up just 74.6 percent of the county's total income compared to the state average of 69.9 percent. With average wages near the state average, the higher percentage coming from this source has a tendency to increase overall PCPI. The remaining 25 percent of PCPI comes from dividends, interest and rental property income (14.8 percent) and transfer payments (10.6 percent). The percentage coming from both is below the state average.

This is a result of several factors. One is the age of the county's population, and the other is the percentage of the county's labor force age population that is participating in the labor force. The county has a slightly below average share of its population at retirement age, and add this to a slightly higher

percent of the county's population in the labor force than the statewide average, the combination will result in a higher percentage of the personal income being derived from wages rather than other sources. Counties with a higher percentage of older residents generally will have a higher percent of the PCPI come from dividends, rental payments, and transfer payments.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005